O I P E
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PATENT & TRADEMARK OFFICE
JC37

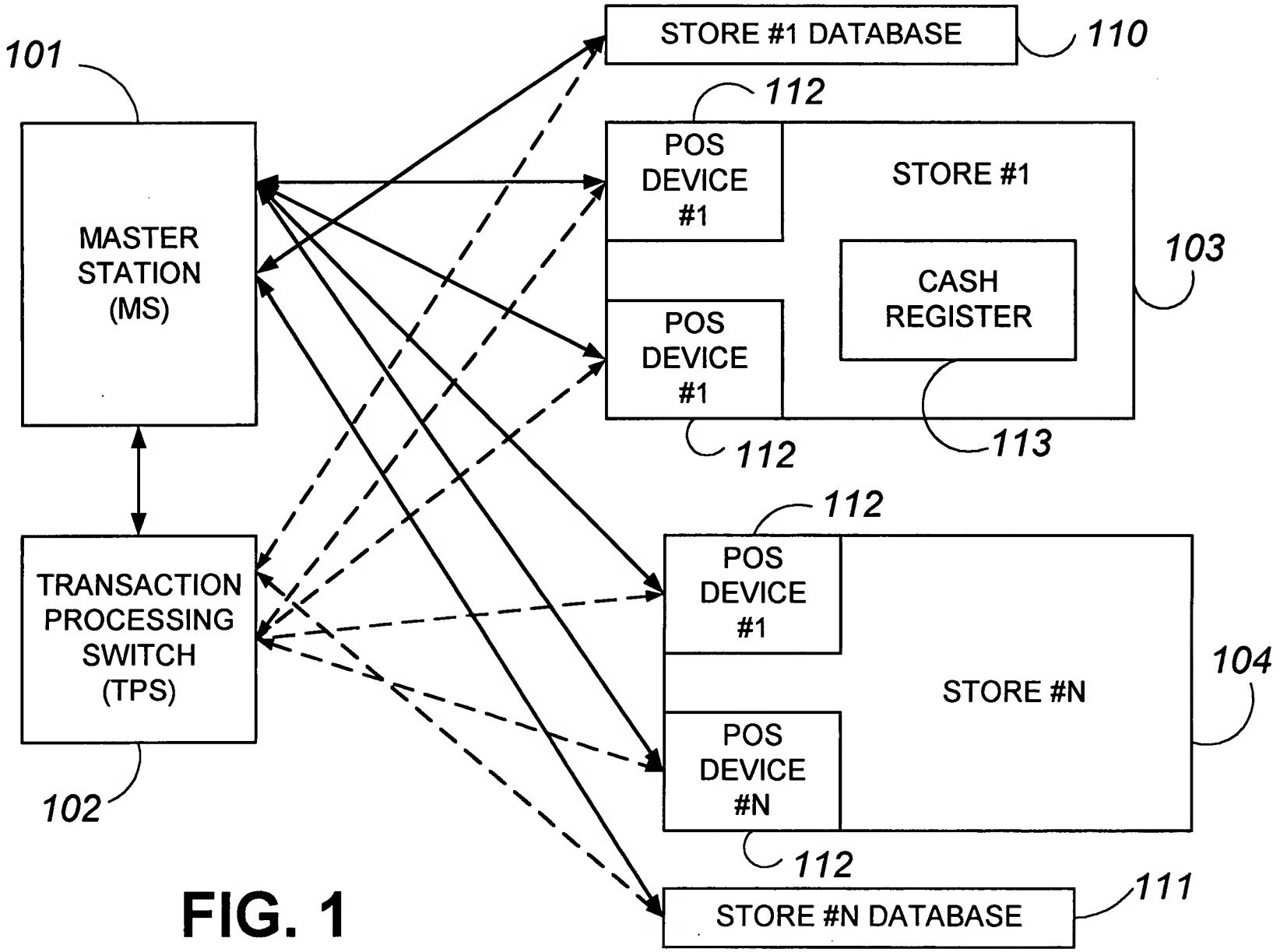

FIG. 1

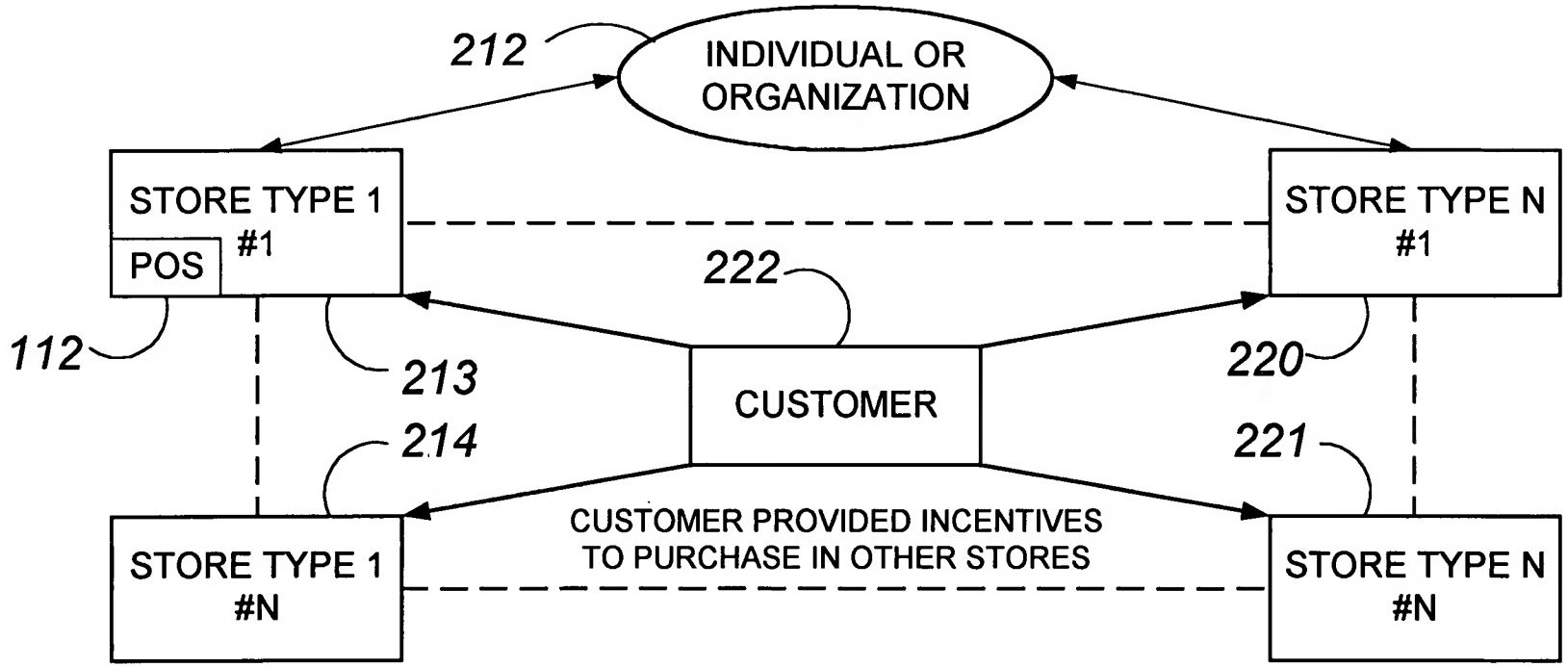
212
INDIVIDUAL OR ORGANIZATION
STORE TYPE 1 #1
POS
STORE TYPE N #1
222
112
213
220
CUSTOMER
214
221
CUSTOMER PROVIDED INCENTIVES TO PURCHASE IN OTHER STORES
STORE TYPE 1 #N
STORE TYPE N #N

FIG. 2

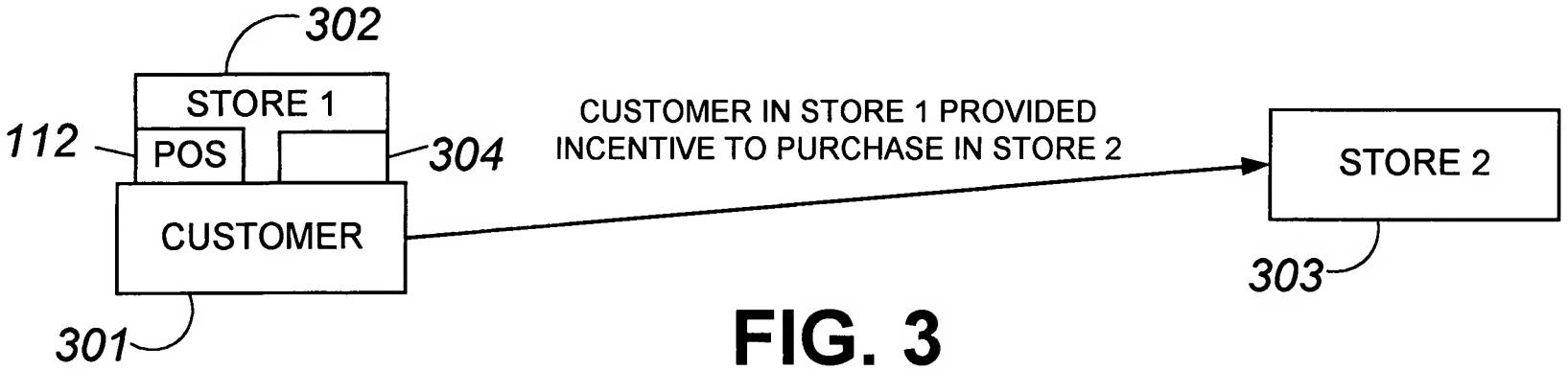
302
STORE 1
112
POS
304
CUSTOMER IN STORE 1 PROVIDED INCENTIVE TO PURCHASE IN STORE 2
STORE 2
CUSTOMER
303
301

FIG. 3

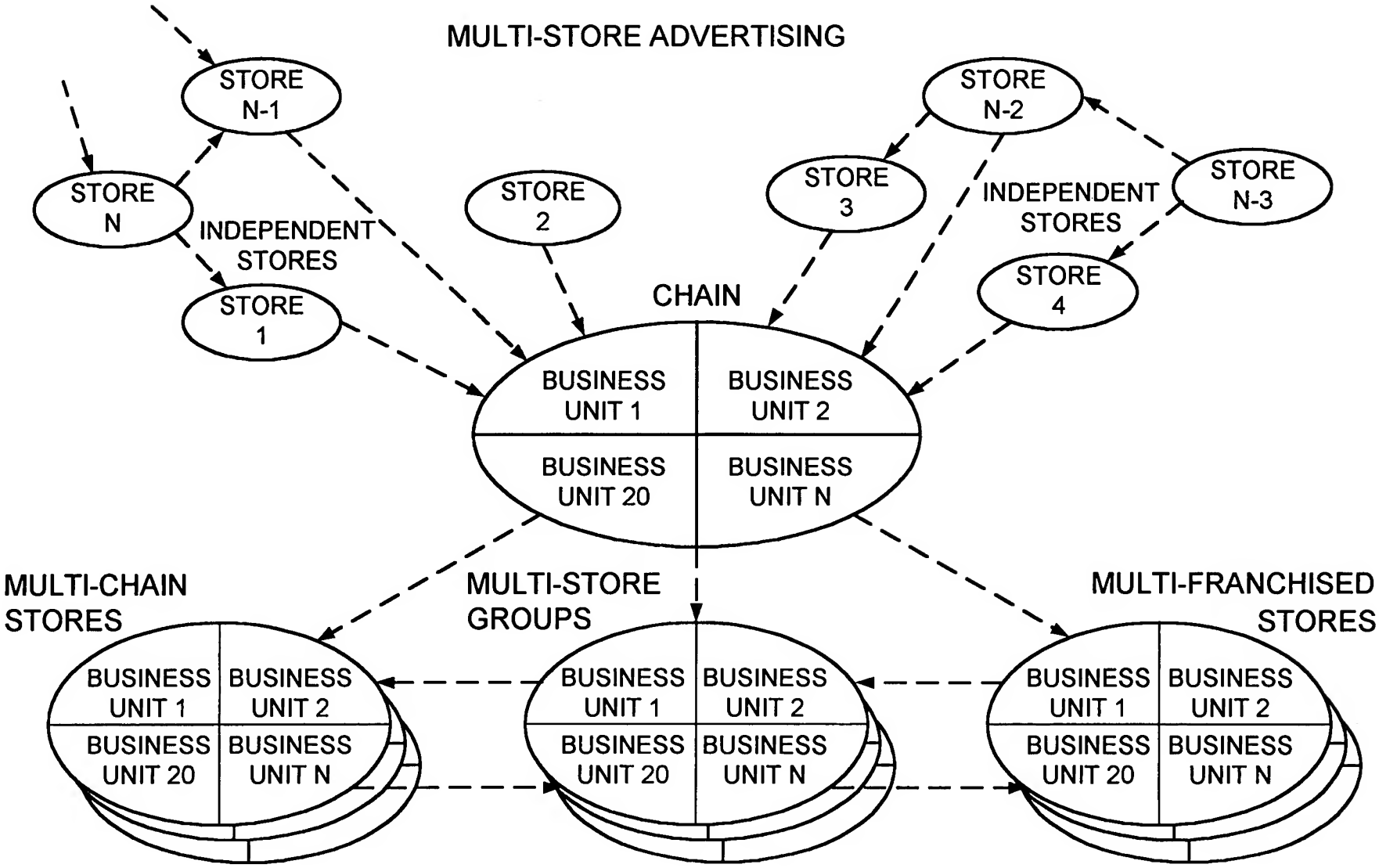
MULTI-STORE ADVERTISING
STORE N-1
STORE N-2
STORE N
STORE 2
STORE 3
STORE N-3
INDEPENDENT STORES
INDEPENDENT STORES
STORE 1
STORE 4
CHAIN
BUSINESS UNIT 1
BUSINESS UNIT 2
BUSINESS UNIT 20
BUSINESS UNIT N
MULTI-CHAIN STORES
MULTI-STORE GROUPS
MULTI-FRANCHISED STORES
BUSINESS UNIT 1
BUSINESS UNIT 2
BUSINESS UNIT 20
BUSINESS UNIT N

FIG. 4

POS DEVICE TABLE TABLE I

COLUMN NAME	DATA TYPE	FIELD DESCRIPTION
MANUFACTURER	CHARACTER	INGENICO/VERIPHONE
MODEL	CHARACTER	MANUFACTURER DEFINED
SERIAL NUMBER	CHARACTER	MANUFACTURER DEFINED KEY FIELD
RETAILER	POINTER	INDEX INTO RETAILER TABLE FOR SITE INSTALLED
VERSION	INTEGER	SOFTWARE VERSION NUMBER
REVISION	INTEGER	SOFTWARE REVISION NUMBER
INSTALL DATE	DATE/TIME	TIMES POS INSTALLED
PROGRAM DATE	DATE/TIME	LAST TIME DEVICE PROGRAMMED
READ TIME	DATE/TIME	LAST TIME DEVICE COMMUNICATED WITH MASTER STATION
START SERIAL	INTEGER	START RANGE VALUE OF VALID COUPONS FOR THIS DEVICE
END SERIAL	INTEGER	END RANGE VALUE OF VALID COUPONS FOR THIS DEVICE

FIG 5 (SHEET 1 OF 4)

RETAILER TABLE TABLE II

COLUMN NAME	DATA TYPE	FIELD DESCRIPTION
NAME	CHARACTER	BUSINESS NAME OF RETAILER
ADDRESS	CHARACTER	BUSINESS ADDRESS
CONTACT NAME	CHARACTER	PRIMARY CONTACT NAME
PHONE	CHARACTER	PRIMARY CONTACT PHONE NUMBER
DRULES 1	INTEGER	COUPON DISPENSE RULES FOR SUNDAY
D RULES 2	INTEGER	COUPON DISPENSE RULES FOR MONDAY
D RULES 3	INTEGER	COUPON DISPENSE RULES FOR TUESDAY
D RULES 4	INTEGER	COUPON DISPENSE RULES FOR WEDNESDAY
D RULES 5	INTEGER	COUPON DISPENSE RULES FOR THURSDAY
D RULES 6	INTEGER	COUPON DISPENSE RULES FOR FRIDAY
D RULES 7	INTEGER	COUPON DISPENSE RULES FOR SATURDAY

FIG 5 (SHEET 2 OF 4)

SPONSOR TABLE TABLE III

COLUMN NAME	DATA TYPE	FIELD DESCRIPTION
NAME	CHARACTER	BUSINESS NAME OF COUPON SPONSOR
ADDRESS	CHARACTER	BUSINESS ADDRESS
CONTACT NAME	CHARACTER	PRIMARY CONTACT NAME
PHONE	CHARACTER	PRIMARY CONTACT PHONE NUMBER
LOGO FILE	CHARACTER	FILE NAME CONTAINING COMPANY COUPON LOGO DETAILS

FIG 5 (SHEET 3 OF 4)

COUPON TABLE

COLUMN NAME	DATA TYPE	FIELD DESCRIPTION
SERIAL NUMBER	INTEGER	UNIQUE NUMBER FOR A SINGLE COUPON
SPONSOR	POINTER	SPONSOR TABLE INDEX
RETAILER	POINTER	RETAILER TABLE INDEX
POS DEVICE	POINTER	AUTHORIZED TO BE DISPENSED IN THIS POS TERMINAL DEVICE
STATUS	INTEGER	ALLOCATED/ISSUED/ REDEEMED
TYPE	INTEGER	% or FIXED $ STYLE
VALUE	INTEGER	REDEEMED $ VALUE
CREATION DATE	DATE/TIME	DATE CREATED
ISSUED DATE	DATE/TIME	DATE DISPENSED
REDEEM DATE	DATE/TIME	DATE REDEEMED

FIG 5 (SHEET 4 OF 4)

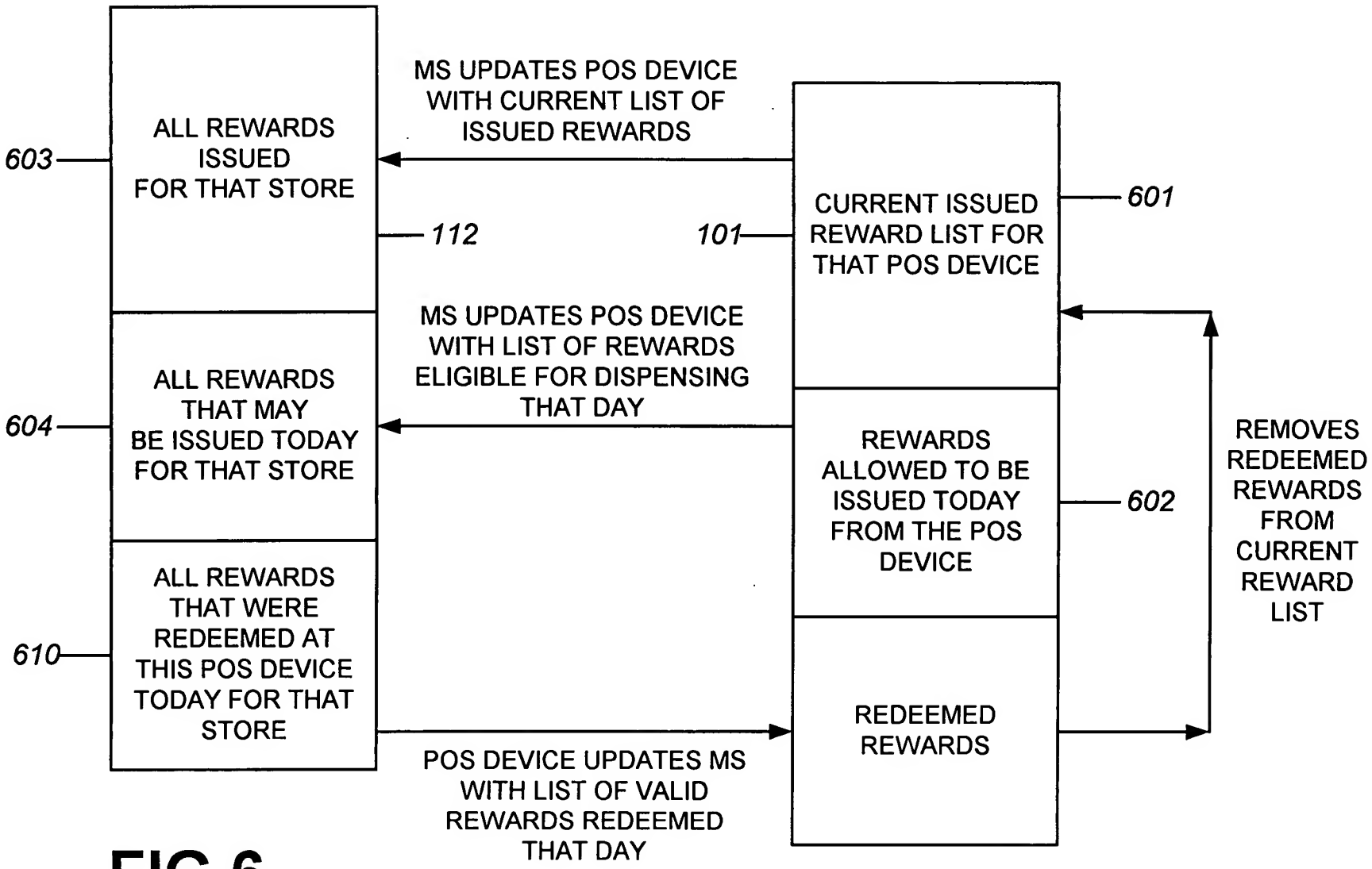
ALL REWARDS ISSUED FOR THAT STORE
603
112
MS UPDATES POS DEVICE WITH CURRENT LIST OF ISSUED REWARDS
CURRENT ISSUED REWARD LIST FOR THAT POS DEVICE
101
601
ALL REWARDS THAT MAY BE ISSUED TODAY FOR THAT STORE
604
MS UPDATES POS DEVICE WITH LIST OF REWARDS ELIGIBLE FOR DISPENSING THAT DAY
REWARDS ALLOWED TO BE ISSUED TODAY FROM THE POS DEVICE
602
REMOVES REDEEMED REWARDS FROM CURRENT REWARD LIST
ALL REWARDS THAT WERE REDEEMED AT THIS POS DEVICE TODAY FOR THAT STORE
610
POS DEVICE UPDATES MS WITH LIST OF VALID REWARDS REDEEMED THAT DAY
REDEEMED REWARDS

FIG.6

CREDIT PAYMENT - FLOW OF MONEY

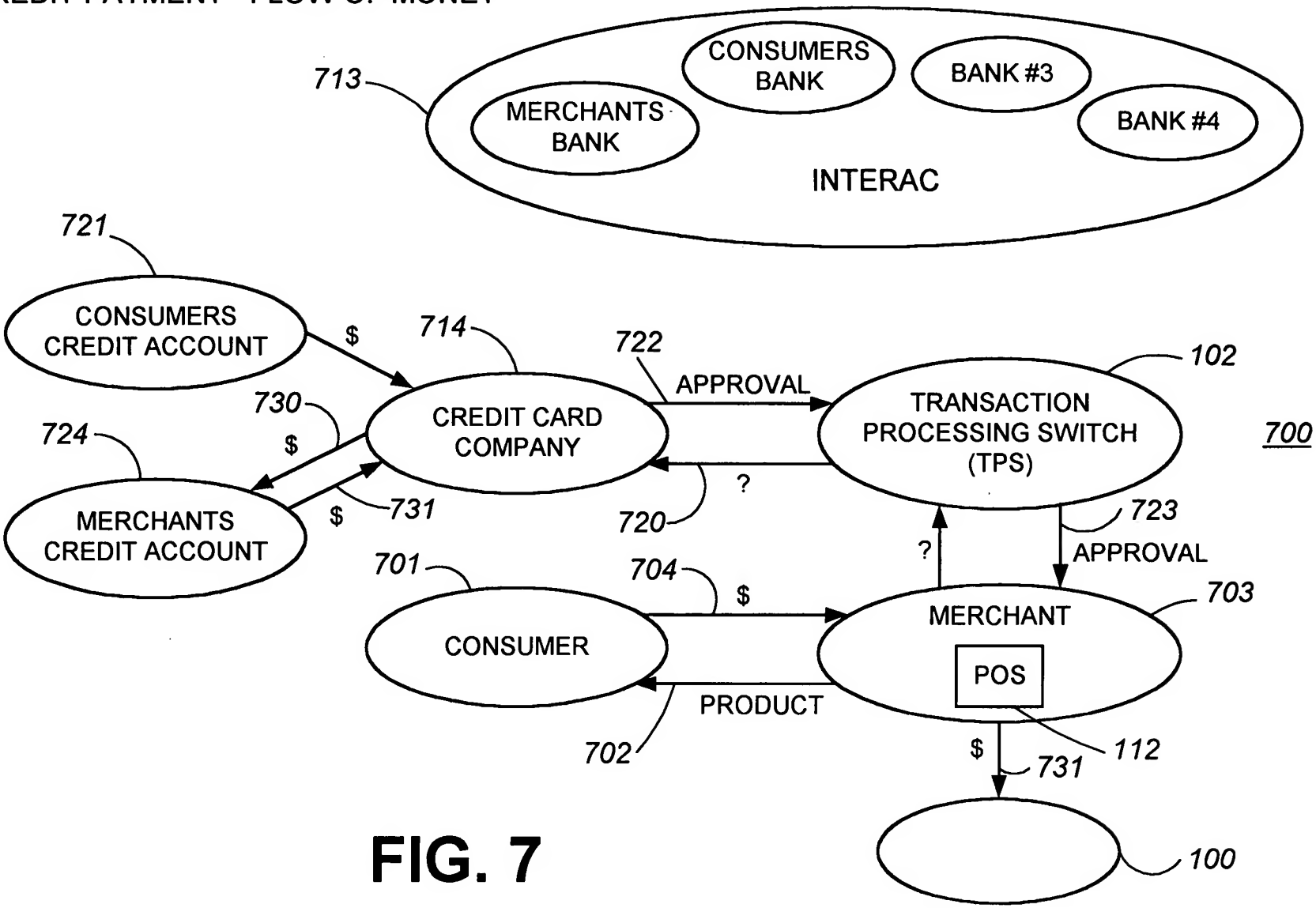

FIG. 7

DEBIT PAYMENT - FLOW OF MONEY

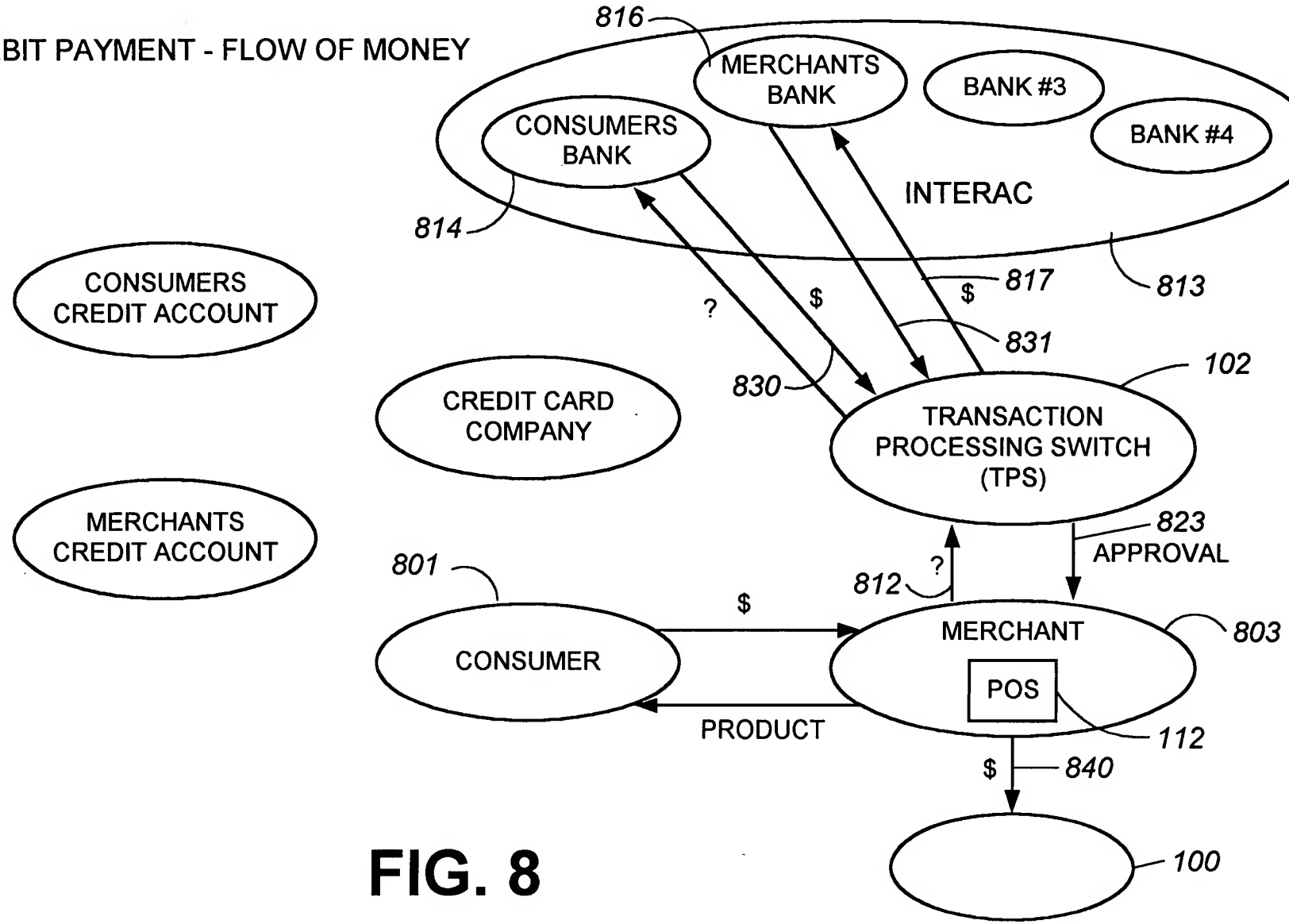

FIG. 8

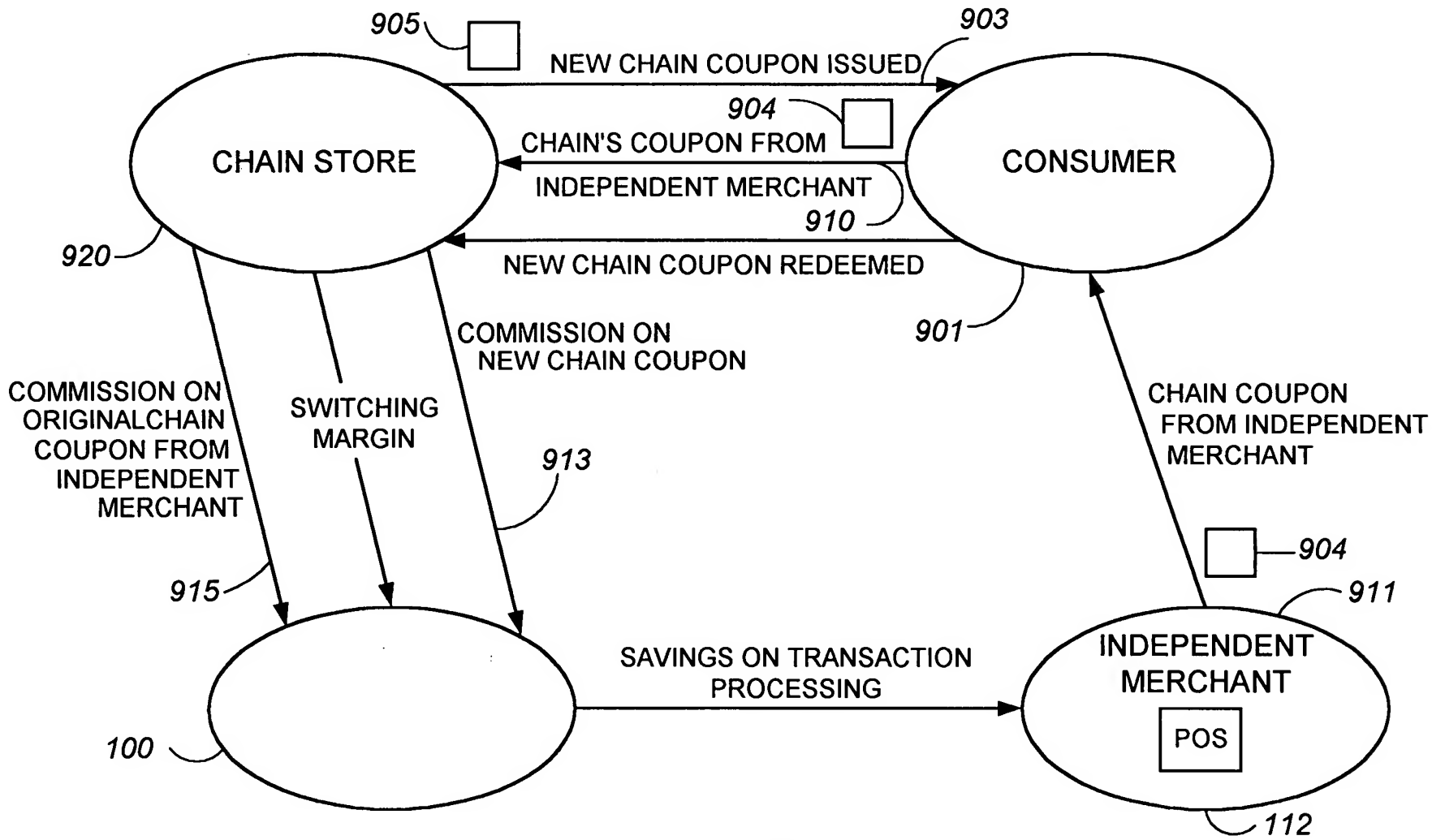
905
903
NEW CHAIN COUPON ISSUED
904
CHAIN'S COUPON FROM
INDEPENDENT MERCHANT
910
CHAIN STORE
CONSUMER
920
NEW CHAIN COUPON REDEEMED
901
COMMISSION ON
NEW CHAIN COUPON
COMMISSION ON
ORIGINALCHAIN
COUPON FROM
INDEPENDENT
MERCHANT
SWITCHING
MARGIN
913
CHAIN COUPON
FROM INDEPENDENT
MERCHANT
904
915
911
SAVINGS ON TRANSACTION
PROCESSING
INDEPENDENT
MERCHANT
POS
100
112

FIG. 9